



INFLUENCE OF TELEVISION SERIALS ON THE EMOTIONAL STABILITY OF HOMEMAKERS

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ABSTRACT

The present study titled “Influence of television serials on the emotional stability of homemakers” aims to discuss about the relationship between demographic features such as age, gender, marital status and education qualification of home makers who are regularly watching television serials on emotional stability and the reasons for watching television serials. Convenience sampling method was adopted for the selection of sample of 97 homemakers in Palakkad district. Friedman test, independent sample t-test and one-way ANOVA was adopted to study the relationship. It was found that there is no substantial difference between age, gender of the homemakers on emotional stability. But the factor marital status and education qualification has a significant relation with the emotional stability. Relaxation is found to be the most important reason for watching television serials by the homemakers.

KEYWORDS: Television Serials, Emotional Maturity, Homemakers

INTRODUCTION

Homemakers are those people who take care of their family and mostly undertake the household works. They engaged in routine activities such as cleaning, cooking, buying groceries, nursing, take care of the family members etc. They have a great influence on the majority decisions taken in the family like household expenses, consumption behavior etc. Mostly they are women. They are not given any payment for the same. Suppose, if we hire any person to do these jobs, payments have to be made. There are many homemakers who serving their family without expecting anything from others. They seek happiness within the family itself. Even though they have many needs, wants, desires or dreams, they just satisfy what they get from the family by the way of engaging in family matters. They are unpaid laborers. Some homemakers do not get any support or appreciation from the part of family members. Even their partners don't understand their emotions or feelings. So that led them to always engaged in something. This busy work schedule of homemakers led to feeling of loneliness and depression. The pressure to maintain all the household activities leads them to be more anxious. That leads to many psychological problems to the homemakers. There is no fixed timetable for the activities to be done in a day. All time the homemakers are so busy. There are plenty of activities to be handled every day without any delay. Television is the widely used medium by the homemakers to watch many programs like news, shows, serials. Televisions are considered to be one of the family members. Among these, television serials are the one of the mediums through which people get relaxation from their busy work. Homemakers consider television as the simplest means of entertainment (Samantha, 2016). There are many serials telecasted through different channels. People depend television serials mainly to get relaxation, to forget the feeling of loneliness etc. It gives an opportunity to the homemakers to get

emotional release. While watching these serials on television, they forget their worries, tensions, challenges and conflicts. (Pugalendhi, 2015) in his study argued that televisions played a significant role in influencing and improving the life of urban women. These television serials have both positive as well as negative impact on the life of homemakers. Emotions have an influence over the behavior of an individual. It is the strong feeling derived from the situations, moods, and the relationship with others. Emotional maturity is concerned with the ability to have a balanced personality. It means one's ability to overcome from all kinds of pressures. Emotionally matured persons can effectively manage emotions and to lead an effective life. They can easily understand the situations and can realize the duties and responsibilities. These people do not waste their time and energy while engaging in unnecessary problems. They observe negative consequences as a step towards further improvement. These people can easily manage and effectively adjust with family members. It is the complete understanding of realities of one's life. Those persons with emotional stability can bring happiness in their life. These people are expected to be very calm, they complaint very less about their worries and anxieties. Emotional stability is considered to be the stronger predictor of happiness of life and satisfaction in life. ((Hills Peter, 2001)

Hypotheses

Based on the review of literature and studies conducted earlier in this regard, the following hypotheses were formulated for verification of the study by the way of empirical investigation.

1. To assess the reasons for watching television serials
2. There is no significant difference between the gender and the emotional stability of homemakers who are watching television serials
3. There is no significant difference between the age and the emotional stability of homemakers who are watching

television serials

4. There is no significant difference between the marital status and the emotional stability of homemakers who are watching television serials
5. There is no significant difference between the education qualification and the emotional stability of homemakers who are watching television serials

METHOD

The sample consists of homemakers who are regularly watching television serials in Palakkad district in Kerala. Convenience sampling method was adopted for obtaining sample required for the study. It takes 97 respondents for the study. A questionnaire was circulated among the homemakers consists of demographic details and details regarding watching television serials. A scale was developed by the researcher to assess the emotional stability of homemakers who are watching television serials. A scale was developed by the researcher to assess the emotional stability of homemakers in Palakkad district in Kerala. It initially consists of 19 statements; the reliability of the scale was done using Cronbach Alpha. The overall Cronbach Alpha found to be 0.970 having 12 statements.

RESULTS AND DISCUSSION

Hypothesis 1

There is no significant difference between mean ranks for the reasons for watching television serials by homemakers.

N	97
Chi-Square	484.479
Df	7
Asymp. Sig.	0

Source: Primary data

Table 1: Test statistics for the reasons for watching television serials by homemakers

	Mean Rank
Entertainment	2.58
Relaxation	1.92
Excited	4.3
Observe Clothes and Ornaments	4.58
Good Story	3.62
Felt Alone	4.07
Information	7.34
Advertisement	7.59

Source: Primary data

Table 2: Mean ranks obtained by the reasons for watching television serials by the homemakers

To test this hypothesis, a Friedman test was applied. Since the p value is less than 0.05, the null hypothesis is rejected at 5 per cent significance level. Hence there is substantial difference between the mean rank of reasons for watching television serials. Based on the mean ranks, the reason “relaxation” (1.92) is found to be the most important reason for watching television serials followed by the reason “entertainment” (2.58), “good story” (3.62), “felt alone” (4.07), “excited” (4.30), “to observe clothes and ornaments” (4.58). Respondents gave least rank

for the reasons, “information” (7.34) and “for advertisement” (7.59).

Hypothesis 2

There is no substantial difference between male and female with respect to emotional stability To test this hypothesis, the substantial level of difference between the mean of male and female with respect to emotional stability, independent sample T test was adopted. The results are summarised below

	Gender	N	Mean	Std. Deviation	Std. Error
Emotional Stability	Male	19	3.693	0.6193	0.14208
	Female	78	3.9402	0.8944	0.10127

Source: Primary data

Table 3: Group Statistics of gender and emotional stability

Table 4: Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Emotional Stability	Equal variances assumed	1.068	0.304	1.138	95	0.25	0.24	0.21	-0.67	0.184
	Equal variances not assumed			1.417	38.60	0.16	0.24	0.17	-0.60	0.105

Source: Primary data

Table 4: Independent Samples Test

Since the p value (.304) is greater than 0.05 for emotional stability, the null hypothesis is accepted at 5 per cent significance level. Hence, there is no substantial difference between male and female with respect to emotional stability.

Hypothesis 3

There is no substantial difference between age and emotional stability of homemakers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	225.199	3	75.066	0.759	0.52
Within Groups	8411.18	85	98.955		
Total	8636.38	88			

Source: Primary data

Table 5: Anova table

To test this hypothesis, one-way ANOVA was applied. The results are summarised in the table. It shows that there is no significant difference between age and the emotional stability of homemakers (n=88, df=3, 85, 88, F=.759, p>0.005)

Hypothesis 4

There is no significant difference between marital status and emotional stability of homemakers

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1417.74	2	708.87	8.641	0
Within Groups	7546.89	92	82.031		
Total	8964.63	94			

Source: Primary data

Table 6: Anova Table

From the table it is clear that the null hypothesis; there is no significant difference between marital status and emotional stability of homemakers is rejected, since the p value is less than 0.05 ($n=94$, $df=2,92,94$, $F=8.641$, $p<0.05$). It means there is significant difference between marital status and emotional stability of homemakers.

Hypothesis 5

There is no significant difference between the education qualification and the emotional stability of homemakers who are watching television serials

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1551.46	4	387.865	4.601	0.002
Within Groups	7671.53	91	84.303		
Total	9222.99	95			

Source: Primary data

Table 7: ANOVA Table

From the table it is clear that the null hypothesis; there is no significant difference between education qualification and emotional stability of homemakers rejected, since the p value is less than 0.05 ($n=95$, $df=4,91,95$, $F=4.601$, $p<0.05$). It means there is significant difference between education qualification and emotional stability of homemakers.

MANAGERIAL IMPLICATIONS

This paper discussed about the relationship between different demographic features like age, gender, marital status and education qualification on emotional stability of homemakers who are watching television serials. It also analyses the most important reasons for watching television serials. This paper will give an insight on the concept emotional stability of homemakers. Homemakers are the backbone of any family; they must be given due care and consideration. They depend televisions for many reasons. That is analysed in this paper. It is a small contribution from the part of researcher in the field of emotional stability.

CONCLUSION

This study has provided an overview about the emotional stability of homemakers who are watching television serials in

Palakkad district. There is no significant relation found between demographic features except marital status and education qualification on emotional stability of homemakers watching television serials regularly. Hence marital status and education qualification of the homemakers has a significant role in determining the emotional stability of homemakers. Previous literatures on this regard shows that television serials influence the homemakers' emotional stability.

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